



C. Forrest Faison III, M.D.  
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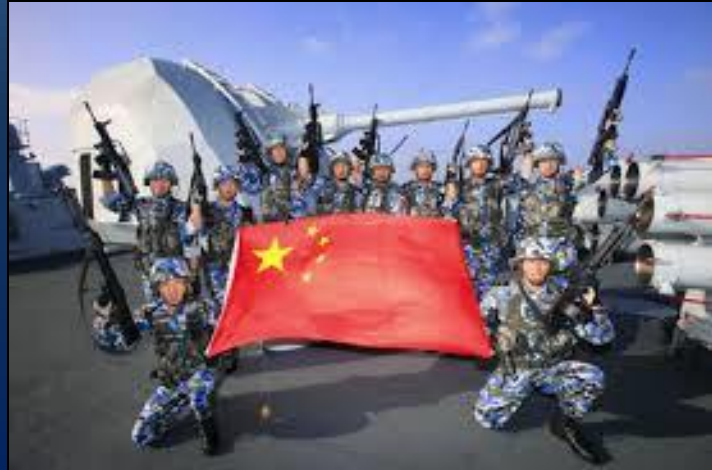


# *The most highly trained, educated, skilled Navy and Marine Corps Team in our nation's history*





# *OPTEMPO not decreasing*



# ***Tectonic Forces shaping medical***

**Preserving Skills,  
Competencies**

**Millennial  
Expectations**

**Wounded Warrior  
Care**



**Fiscal**

**Benefit Reform**

**National Healthcare  
Trends / Economy**

**75%**

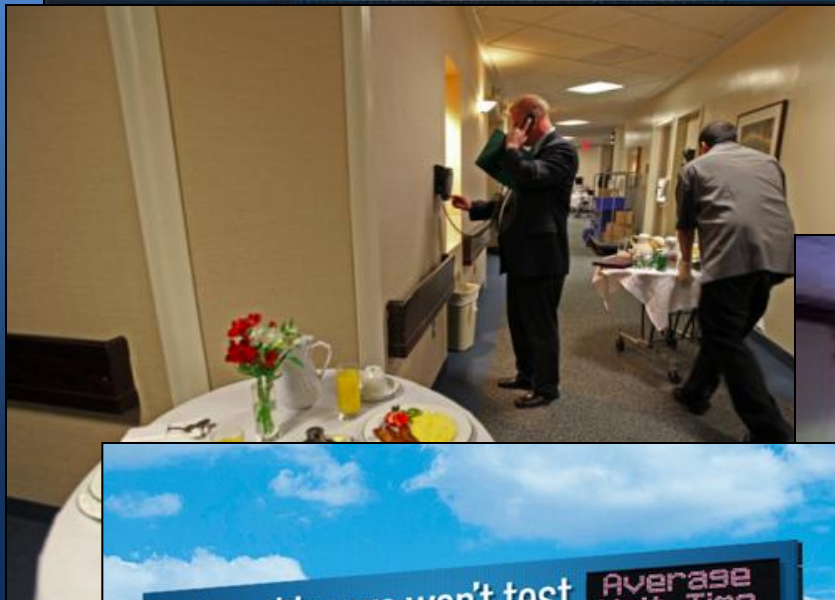
*Of today's Navy and  
Marine Corps  
were born after 1986*



***The Millennials...***



*.... And they...and their peers are fundamentally changing healthcare*



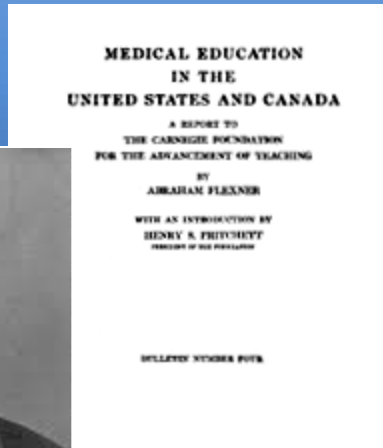
Stroke image (credit: Mayo Clinic)

# *An inflection point in medicine.....*

**Antietam**



**Flexner Report  
Medical Education**



**Discovery of Penicillin**



**Joseph Lister  
Antisepsis**



**Discovery of  
Anesthesia**



**Influenza Pandemic**





# *As baby-boomers....*

## *What influenced our healthcare choices?*



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

*According to a recent Nationwide survey:*

**MORE DOCTORS SMOKE CAMELS**  
**THAN ANY OTHER CIGARETTE**





# What drives healthcare choice today ?

## CONVENIENCE



**Quick+Care**  
*Fast. Affordable. Convenient.*  
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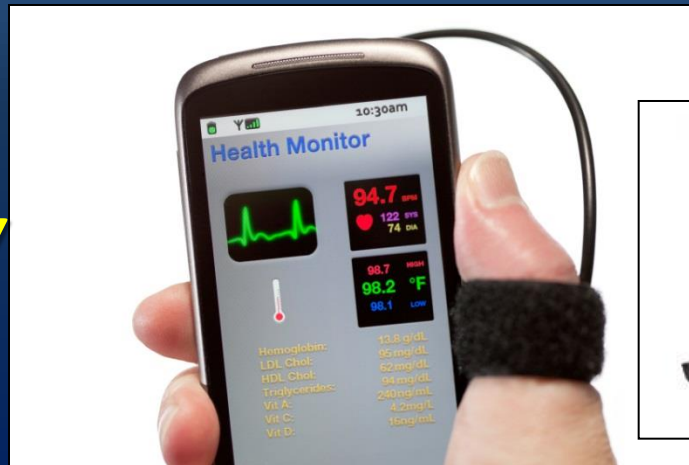
**BPS**  
229.382.6061



## EXPERIENCE OF CARE



## TECHNOLOGY







# *How have we responded ?*



*A model little changed since  
the Middle Ages.....*



**CLINIC HOURS**  
MONDAY - FRIDAY  
8:00 AM - 7:00 PM  
  
SATURDAY  
9:00 AM - 5:00 PM



# *What causes most illness today ?*



*From Infectious Diseases.....*



*To Diseases of Choice*



*Its all about Choice.....*



*Lifestyle  
choices.....*

**STDs**  
WHAT YOU DON'T KNOW  
CAN HURT YOU OR WORSE



**THE QUACK  
DOCTOR**  
HISTORICAL

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*Healthcare  
choices.....*



Why wait long ER?  
00 Mins.  
Average ER Wait Time  
KClaster.com  
Complimentary  
Valet  
PARKING

# *Why do we care ?*



***HEALTH = AN OPERATIONAL IMPERATIVE***



# *Be where they are.....*



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**First and Finest**  
Naval Medical Center Portsmouth

Phone Numbers  
RelayHealth  
ICE Feedback

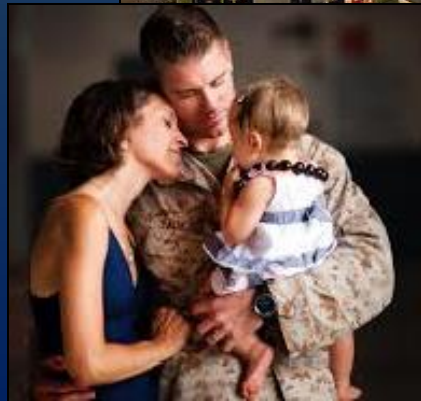


**America's Navy – always mobilized.**



# *And in ways they like.....*

# *Focus on Holistic Health*





*On the job...around the clock...around  
the world*

